

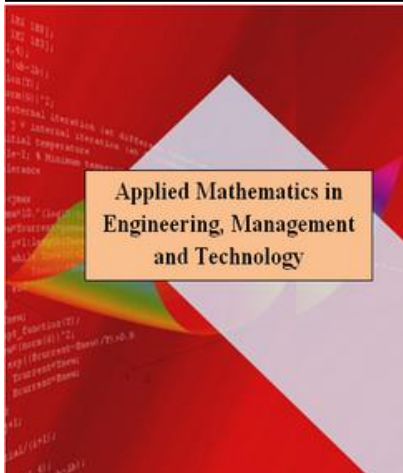
The study relationship between services features, job satisfaction and customer satisfaction (Case Study: Fanavaran Petrochemical)

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Abstract :

Customer satisfaction, in fact is utility amount that the customer acquire it, due to the different characteristics of the product. Customer satisfaction leads to customer loyalty and thus it will entail of increasing the company's reputation and also increase the company future profitability. On the other hand, services has been known widely as the main explainer success of an organization in today's competitive environment. Any decrease in customer satisfaction due to poor quality of services has cause of concern within it. This research to seek the study of relationship between the services features, job satisfaction and customer satisfaction have conducted that in this way, the obtained data of 262 questionnaire were gathered among Fanavaran petrochemical employees that by using of Spss software were analyzed that the obtained result of the first hypothesis test showed that there is an significant relationship between the interactive characteristics and customer satisfaction.

The second hypothesis result indicates that there is an significant relationship between the physical features and customer satisfaction and in the third hypothesis test, we observed that there is an significant relationship between the interactive features on the physical features. In study of fourth hypothesis, we found that there is not an significant relationship between the job satisfaction and the interactive features. The fifth hypothesis test indicates that there is an significant relationship between the physical features and job satisfaction and finally, the sixth hypothesis test result indicates that there is an significant relationship between the job satisfaction and customer satisfaction.

Keywords: Services- Job satisfaction- Customer satisfaction

Introduction:

Today, the organizations regardless customer demand can not continue to itself life. In the current conditions, the services has been known widely as the main explainer success of an organization in today's competitive environment. Any decrease in customer satisfaction due to poor quality of services has cause of concern within them. Because of this dissatisfaction ultimately would lead to the customer leave and to reduce their loyalty to the organization. In the other hand, the job satisfaction also plays an important role for the optimization of the processes.

However, the services has been known widely as the main explainer success of an organization in today's competitive environment. Any decrease in customer satisfaction due to poor quality of services has cause of concern within them. Because of this dissatisfaction ultimately would lead to the customer leave and to reduce their loyalty to the organization. Therefore, in this research, the discussion to the mentioned issues, can be an solution of the existent gaps that will discuss in this study.

Literature and Research Background:

Job satisfaction:

Job satisfaction, is a positive attitude that the people have towards to their job, but it should be considered that the concept of job satisfaction is very complicated and have the various dimensions or aspects that can be

includes of the work nature, job colleagues, supervision, salaries and wages and the promotion opportunity and satisfaction of the person has from its job, depends on his/her satisfaction level of the mentioned aspects (Oldham,1976).

Job satisfaction is as follow as:The feeling or emotional responses of people to various aspects related to the positive reflection of people attitude and feeling that he/she is expressed towards of his/her job(Swinney and et al, 2009).

Whatever compatibility and proportion between personality and job is greater,it will has greater job satisfaction and whatever this compatibility and correspondence is lower, will decrease job satisfaction and it would follow the several negative impacts and consequences in the organization.

However, the appropriate personality selection, can provide better job performance for the organization and has influenced on the employees attitude towards of their work and will have desirable job satisfaction. In general, job satisfaction is an attitude variable.

In the past,the researches about job satisfaction was carried out based on hierarchy of Mazlo needs and was focus on satisfy the physical and psychological needs of the people, such as pay salaries and wages and status and respect for individuals,but nowadays the researchers have more focus on the cognitive processes than the basic and fundamental needs(Locke, 2000).

The factors affecting on job satisfaction:

(A) Organizational factors:

1- Income:

Money can be as a symbol of success and recognition. Money and income are part of external motivational factors, while feeling of success and learning are considered as internal motivational factors.

2-Promotion and Progression:

In addition to salary and wages,the promotion and progression opportunities are effective on job satisfaction and the staff are seeking to promotion policy and fairly upgrade that can provide the possibility of experience gain for them.

3-Supervision:

According to the conducted studies,the change of guardians(Supervisors),causes the change in employees job satisfaction level.Thean(2011) suggested that the managers should design a model that with nurses participation in decision making to be powerful(Capable) and to increase their creativity and initiative them and as a result to show their potential talents,he predicted that this interference to large extent can be as an effective strategy is used to increase the nurses job satisfaction.

4-Organization Formality Degree:

In official and organized organizations that are followed more the written communication and organizational dry chain hierarchy,the researches evidence shows that employees of such organizations that have bureaucratic characteristics are often dissatisfied.

5-Work Environment Physical Conditions:

The factors such as temperature, humidity, light, noise, work place cleaning, equipment and technology can be effective on the job satisfaction.

B- Job Factors:

1-Create of challenge:

The factors such as variety in job, feel of creativity and being effective, use of the expertise in duties is expressed entitled of job challenge. The routine works and boring makes decrease of job satisfaction. Godfrey in his study about nurses job satisfaction showed that the help to the people, being valuable jobs, the possibility of mental and intellectual progress and being interesting of nursing job are considered as the most important causes of job satisfaction in these individuals.

2-Job Development:

When the person feel depressed about his/her job monotony, can be use from this method to solve this problem can be added the other professional activities to his/her task, in order to develop his work and have forced to gaining of new skills to perform of its duty.

3-Job Enrichment:

Job enrichment, in fact is a kind of direct participation (Incorporative) and will cause the individual plays an important role in the planning process, implementation and evaluation of its works. In an organization that job enrichment to be executed, the people can to do and completely any activity or work and enjoy the action freedom, autonomy, more independence, so increases their responsibilities, the result of their activities to be reflect and thus the people can assess their works and improves their errors.

4-Job Clarity:

Job clarity has positive relationship with job satisfaction. Studies have shown that there is a negative relationship between role ambiguity and job satisfaction. The studies of Sutan and Kan show that role ambiguity to threat the personal control and cause psychological pressures. Unfortunately role ambiguity is considered as a problem in nursing and there is in our country with many hardness.

C-Personality and Personal Characteristics:

- Level of Education:

The people who have higher education level, mostly have better job prospect (View), job mobility and more employment opportunities, so for this reason, these people have this feeling that they will enjoy the necessary merit for performing the assigned duties and have meaningful duties, therefore they will feel more powerful and thus they are having of higher job satisfaction.

2. Control Focus:

Thomas and Wolhtos found that behavior control focus, is a kind of personality that has the greatest relationship with being effective feeling. The people are having of internal control, who feel that they have the necessary capabilities to form of their working environment, therefore they feel more capability and have higher job satisfaction, conversely, the people are having of external control, such they believe that chance, destiny and fate are the determinant factor of success or failure of their decisions, so they think that they are heavily influenced by environmental factors.

3- Sense of self-esteem:

Self-esteem is a general sense of importance that an individual has for itself in the organization. The people who have high self-esteem, so they think that they are having of capabilities and valuable talents that for their work unit is significant, they will have more ability and thus they enjoy higher job satisfaction and conversely, the people have low self-esteem, they are without this thought and as a result, they enjoy lower job satisfaction. Therefore they have consideration on job satisfaction. Employees who are having of high age and history in the organization, are expected that have more satisfaction from own job. As well as, some personality

characteristic traits is so that it causes of job satisfaction increase. In addition, it can be concluded that the people who are at a higher level of Maslow's needs hierarchy, will have greater job satisfaction (Godfrey, 1995).

Customers Satisfaction:

For years, the customer satisfaction has been focused of the organizations and researchers have concluded that this concept plays an key and basic role in the strategic success of an institution (Swinney, 2009). Although for the first time the concept of customer satisfaction by "Peter Drucker" in 1954, directly and indirectly, have entered into the management and marketing literature (Matt House, Acli, 2003), but the sources study related to customer satisfaction shows that researches and serious studies in this area, since the mid-1970s, mainly in America was started in the 1980s with the development of considerable researches, the foundations of this issue has been clear (Woodruff and Clemens, 1991).

Services:

Services are include of invisible and intangible activities and cause of of interest or self-satisfaction, but ownership is not followed of something. In marketing, we are divided services into three categories of pre-sale services, sale services, and after-sales service. After sales services includes all the things that the companies perform after the sale of the goods in order to attract the customer satisfaction and makes of product higher value or services. After sales service is considered as an effort to take care of the sold products and in fact is considered as a kind of customers future commitment (Venus et al., 1384).

Research Methodology:

In this study, in order to test of research hypotheses, 280 questionnaires were distributed among Fanavaran petrochemical employees and 262 number were gathered that the obtained data from these questionnaires were analyzed by using of Spss software. The calculated Cronbach Alpha for showing of the reliability of this study is between 0.7 to 0.9 that it is the reliable number. The adequacy sampling in this study is higher than 0.6 that shows be appropriate of sample size. The classification of questionnaire questions in the following table is also indicate of components and the number of relevant questions:

Name of Index	Number of questions
Service features	9
Job satisfaction	4
Customer satisfaction	6
Total questions	19

Data Analysis:

The investigate of normalize status of research indicators using Kolmogorov-Smirnov test.
 The investigate of variable distribution status using Kolmogorov-Smirnov with spss software.

Variables	Test statistics value	Number	Significance level
Service physical feature	0.478	262	0.14
Service Interactive features	0.124	262	0.24

Customers satisfaction	0.228	262	0.11
Employee satisfaction	0.486	262	0.18

According to the table, it can be said that significant level of all indicators are more than 0/05 standard, and distribution of these indicators are normal.

Hypothesis Investigation(Study):

Hypothesis(1): There is a significant relationship between the interactive features and customer satisfaction

The study status of determination coefficient between the interactive features and customer satisfaction

Watson camera	Estimated error standard	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
1.532	.60777	.120	0.124	0.352

According to the table, in study of this relationship, the determination coefficient was calculated with 0.124 value. This means that the independent variables of this relationship about 12.4% explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other.

The study status of the regression model fitness between the interactive features and customer satisfaction

Sig.	F
0.000	33.854

According to the table, the general model statistics value of this correlation has been calculated about 33.85, that it is in significant level, so the model fitness of this correlation is confirmed.

Model		Coefficients in non- standard		Coefficients in standard	T-statistic	Significance level
		Beta coefficient	Standard deviation	Beta coefficient		
1	Fixed ratio	2.953	0.099		29.732	0.000
	Interactive features	0.224	0.038	0.352	5.818	0.000

According to the table, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

Hypothesis(2): There is a significant relationship between the physical features and customer satisfaction.

The study status of determination coefficient between the physical features and customer satisfaction

Watson camera	Estimated error standard	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
1.703	0.63870	0.066	0.070	0.264

According to the table, in study of this relationship, the determination coefficient was calculated with 0.07 value. This means that the independent variables of this relationship about 7 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other.

The study status of the regression model fitness between the physical features and customer satisfaction

Sig.	F
0.000	19.015

According to the table, the general model statistics value of this correlation has been calculated about 1.19, that it is in significant level, so the model fitness of this correlation is confirmed.

Model		Coefficients in non- standard		Coefficients in standard	T- statistic	Significance level
		Beta coefficient	Standard deviation	Beta coefficient		
1	Fixed ratio	3.039	0.116		26.201	0.000
	Physical feature	0.177	0.041	0.264	4.361	0.000

According to the table, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

Hypothesis(3): There is a significant relationship between the interactive features on the physical features.

The study status of determination coefficient between the interactive features on the physical features

Watson camera	Estimated error standard	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
1.974	0.74799	0.461	0.463	0.680

According to the table, in study of this relationship, the determination coefficient was calculated with 0.463 value. This means that the independent variables of this relationship about 46 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other.

The study status of the regression model fitness between the interactive features on the physical features

Sig.	F
0.000	204.397

According to the table, the general model statistics value of this correlation has been calculated about 204.397, that it is in significant level, so the model fitness of this correlation is confirmed.

The study status of the correlation between the interactive features on the physical features

Model		Coefficients in non- standard		Coefficients in standard	T- statistic	Significance level Beta coefficient
		Beta coefficient	Standard deviation	Beta coefficient		
1	Fixed ratio	0.463	0.142		3.263	0.001
	Physical features	0.711	0.050	0.680	14.297	0.000

According to the table, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

Hypothesis(4): There is a significant relationship between the job satisfaction and the services interactive features.

The study status of determination coefficient between the job satisfaction and the services interactive features

Watson camera	Estimated error standard	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
1.767	0.59210	-.001	0.003	0.058

According to the table, in study of this relationship, the determination coefficient was calculated with 0.003 value. This means that the independent variables of this relationship about 3 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other.

The study status of the regression model fitness between the job satisfaction and the services interactive features

Sig	F
0.372	0.800

According to the table, the general model statistics value of this correlation has been calculated about 0.800, that it is in significant level, so the model fitness of this correlation is confirmed.

The study status of the correlation between the job satisfaction and the services interactive features

Model		Coefficients in non-standard		Coefficient in standard	T-statistic	Significance level
		Beta coefficient	Standard deviation	Beta coefficient		
1	Fixed ratio	4.021	0.097		41.555	0.000
	Interactive features	0.034	0.037	0.058	0.894	0.372

According to the table, the significant level of correlation between the independent variables and the dependent variable in this equation is higher than the standard value. So the relationship between these two variables is not confirmed.

Hypothesis(5): There is a significant relationship between the physical features and job satisfaction.

The study status of determination coefficient between the physical features and job satisfaction

Watson camera	Estimated error standard	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
2.027	0.29526	0.861	0.862	0.928 ^a

According to the table, in study of this relationship, the determination coefficient was calculated with 0.86 value. This means that the independent variables of this relationship about 86 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other.

The study status of the regression model fitness between the physical features and job satisfaction

Sig.	F
0.000a	2381.347

According to the table, the general model statistics value of this correlation has been calculated about 2381.34, that it is in significant level, so the model fitness of this correlation is confirmed.

The study status of the correlation between the physical features and job satisfaction

Model		Coefficients in non-standard		Coefficients in standard	T-statistic	Significance level
		Beta coefficient	Standard deviation	Beta coefficient		
1	Fixed ratio	1.106	0.061		18.203	0.000
	Physical feature	0.735	0.015	0.928	48.799	0.000

According to the table, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

Hypothesis(6): There is a significant relationship between the job satisfaction and customer satisfaction.

The study status of determination coefficient between the job satisfaction and customer satisfaction.

Watson camera	Estimated error standard	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
1.820	.49609	0.323	0.326	0.571

According to the table, in study of this relationship, the determination coefficient was calculated with 0.32 value. This means that the independent variables of this relationship about 32 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other.

The study status of the regression model fitness between the job satisfaction and customer satisfaction

Sig.	F
0.000	124.037

According to the table, the general model statistics value of this correlation has been calculated about 124.037, that it is in significant level, so the model fitness of this correlation is confirmed.

The study status of the correlation between the the job satisfaction and customer satisfaction

Model	Coefficients in non- standard		Coefficient in standard	T-statistic	Significance level
	Beta coefficient	Standard deviation	Beta coefficient		
1	Fixed ratio	2.328	.162	14.342	0.000
	Customer satisfaction	0.505	0.045	0.571	11.137

According to the table, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

Conclusion:

The study result of hypothesis (1): There is a significant relationship between the interactive features and customer satisfaction.

According to the table, in study of this relationship, the determination coefficient was calculated with 0.124 value. This means that the independent variables of this relationship about 12.4% explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other. According to the table, the general model statistics value of this correlation has been calculated about 33.85, that it is in significant level, so the model fitness of this correlation is confirmed. Finally, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

The study result of hypothesis(2): There is a significant relationship between the physical features and customer satisfaction.

According to the table, in study of this relationship, the determination coefficient was calculated with 0.07

value. This means that the independent variables of this relationship about 7 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other. According to the table, the general model statistics value of this correlation has been calculated about 1.19, that it is in significant level, so the model fitness of this correlation is confirmed. Finally, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

The study result of hypothesis(3): There is a significant relationship between the interactive features on the physical features.

According to the table, in study of this relationship, the determination coefficient was calculated with 0.463 value. This means that the independent variables of this relationship about 46 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other. According to the table, the general model statistics value of this correlation has been calculated about 204.397, that it is in significant level, so the model fitness of this correlation is confirmed. Also, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

The study result of hypothesis(4): There is a significant relationship between the job satisfaction and the services interactive features.

According to the table, in study of this relationship, the determination coefficient was calculated with 0.03 value. This means that the independent variables of this relationship about 3 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other. According to the table, the general model statistics value of this correlation has been calculated about 0.800, that it is in significant level, so the model fitness of this correlation is confirmed. Finally, the significant level of correlation between the independent variables and the dependent variable in this equation is higher than the standard value. So the relationship between these two variables is not confirmed.

The study result of hypothesis(5): There is a significant relationship between the physical features and job satisfaction.

According to the table, in study of this relationship, the determination coefficient was calculated with 0.86 value. This means that the independent variables of this relationship about 86 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other. According to the table, the general model statistics value of this correlation has been calculated about 2381.34, that it is in significant level, so the model fitness of this correlation is confirmed. Finally, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

The study result of hypothesis(6): There is a significant relationship between the job satisfaction and customer satisfaction.

According to the table, in study of this relationship, the determination coefficient was calculated with 0.32 value. This means that the independent variables of this relationship about 32 % explains the dependent variable changes. Also, the Watson camera indicates the independent of the variables error from each other. According to the table, the general model statistics value of this correlation has been calculated about 124.03, that it is in significant level, so the model fitness of this correlation is confirmed. Finally, the significant level of correlation between the independent variables and the dependent variable in this equation is less than the standard value. So the relationship between these two variables is confirmed.

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